



HALLSVILLE SCHOOL DISTRICT  
PROGRAM EVALUATION REPORT

**District program:** Communications  
**Person(s) responsible:** Kari Yeagy, Director of Communications  
**Submission deadline:** March 1, 2021      **Date of Board presentation:** March 17, 2021

**The Board-approved goals of this program are:**

- 1. Establish and maintain effective bidirectional communications between all stakeholder groups (e.g., students, parents, community members, district employees) and the Board of Education, district, school buildings, and classrooms.
- 2. Develop and maintain symbiotic relationships between the Hallsville School District, community resources, and local media outlets.

**The Board-approved objectives of this program are:**

- 1. Research, gather, and distribute content for the school district utilizing the appropriate communication outlet to reach a variety of audiences.
- 2. Create and implement strategic communications plans to advance district goals.
- 3. Solicit feedback from various stakeholder groups to inform district decision-making and action planning.
- 4. Work collaboratively with the administrative team, faculty members, and Board of Education to offer guidance on best practices for school communications.
- 5. Establish and maintain relationships with local businesses and community groups to enhance partnerships between school and community.
- 6. Generate revenues for the school district through advertising, branding, and the school foundation.
- 7. Forge and maintain collaborative relationships with professional organizations (e.g., MOSPRA), and implement best practices in school public relations.

**The data sources used to determine the extent to which the goals and objectives are being met include:**

- Attendance/dropout/suspension rates
- Parent/teacher/student surveys
- Assessment statistics
- College attrition/completion rates
- Long-term facility/maintenance needs
- Participation in extracurricular activities
- Participation in special/supplemental programs
- Library media standards assessment
- State/federal program requirements
- Longitudinal performance data
- Finances—revenues and expenditures
- Internal evaluations by district staff
- External evaluations by others
- Other:

**Social Media Metrics:** Facebook Business Manager (Page likes, people reached, post engagements, etc.)Instagram (Insights), Twitter

**Constant Contact ENews:** Open Rate, Industry Average, Click Rate, Resend Rate, Bounce Rate, Unsubscribe Rate

**School Messenger:** Mass Email/Call Communication: Open Rate, Blocked Email and Call List, App: User Engagement, Website: Google Analytics

Rubrics used for evaluation from MSPRA, School Communication Benchmarking Project- Rubrics of Practice and Suggested Measures



**EVALUATION RESULTS**

**Goals and objectives that were met:**

All goals and objectives were met, except for the objective item listed below.

**Goals and objectives that were not met:**

Objective 6: Generate revenues for the school foundation.

<b>Evidence of change in the past two years resulting from program evaluation:</b>	<u>Year of change</u>
<b>Comprehensive Professional Communications Plan</b>	
● Reviewed and updated annually	2020
● District Website	2020-Ongoing
○ Updating of content on the website including staff directory, news, Board of Education highlights, and programs.	
○ Created a new Athletics & Activities website that is hosted on the same School Messenger platform. The previous platform was hosted by an external website host.	October 2020
● Social Media	March 2020-Ongoing
○ Guidelines reviewed with staff and accounts managed by the district	
○ Transitioned individual pages over to District Business Account	March 2020-Aug '21
○ Facebook (District)	March '20- March '21
■ Page reach of over 138,000 within the past year, growth of 4.9% over the year	
■ Over 3.800 followers, 470 posts within the year, growth of 11.84% in followers over the past year	Monthly
■ Metrics of pages reviewed monthly	
○ Facebook (Athletics & Activities)	March '20- March '21
■ Page reach of over 64,000 within the past year	
■ Over 1,700 followers, 540 posts within the year, growth of 15.87% in followers over the past year	Monthly
■ Metrics of pages reviewed monthly	March '20- March '21
○ Instagram:	
■ Page reach of over 3,000, growth of 4.3% over the year	
■ Over 1,000 followers, 328 posts within the past year, growth of 81.44% since August '19- March '21	August, December '20
■ Direct marketing of district account to students in 6-12th grade to increase student engagement	Monthly
■ Metrics of pages reviewed monthly	
● Evaluating Communication Effectiveness to Inform Strategy	Feb '20, Jan '21
○ Analyze Climate Survey results from all stakeholders to determine satisfaction and effectiveness of district communications	Ongoing
○ Analyze open rates on ENews through direct and indirect mailings	Ongoing
○ Analyze Google Analytics to determine district website use	Ongoing
○ Analyze App engagement including embedded Bitly links to determine the effectiveness of content	August '20 - ongoing
○ Analyze Constant Contact metrics for ENews (Open rate, resend rate, social media engagement, App engagement)	
● Supporting communication with sufficient resource and ongoing training	2020-ongoing
○ Member of MOSRPA, attended fall and spring conferences and regional meetings, participate in online forums	



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**Internal Communications**

- Researching and understanding employee needs, expectations, opinions, attitudes, knowledge
  - Climate Survey Feb. '20, Jan. '21
  - COVID-19 Pandemic Response March 20-Ongoing, Quarterly
  - DFAC committee (Superintendent, Building Representatives)
  
- Employee Engagement Monthly
  - Monthly Board Reports Ongoing
  - External stakeholder emails forwarded to all-staff Aug. '20
  - New Teacher orientation Aug. '20
  - COVID-19 Return to School Plans

**Parent/Family/Community Communications**

- Varied communication strategies accomodating for diversity and audience 2020-Ongoing
  - Provided parents, staff, and community with information by utilizing technology resources (Email, School Messenger, Constant Contact, App)
  - Targeted marketing to community members without children in the school district (City Hall, Farmers Market)
  - District social mediate accounts (Facebook, Instagram, & Twitter) used frequently to provide relevant information, promote the district, and offer two-way communication Monthly
    - Aligning social media posts to support and promote the district's CSIP and individual building goals
    - Targeted posts to increase community ENews readership and subscription Aug. '20 - ongoing
  - Communicating school and community organizations to families Ongoing
    - Community resources: Bi-weekly update of community resources available for families including the Food Pantry, DBRL Bookmobile, Farmer's Market, BCMH, youth opportunities g in ENews, App, Social Media, and website
    - Reinforcement of extracurricular and co-curricular involvement through ENews, social media, and local news
  - Fostering Parent/Family Involvement in School Collaboration Fall '20
    - Patron Insight Community Survey reviewing facility needs

**Marketing/Branding Your District**

- Athletic and Activities Sponsorship On Hold during pandemic
  - Promoting of local sponsors from previous year
    - Fine Arts Programs Fall '20
    - Social Media Spring '21
    - ENews Spring '21
  
- District trademark and vision statement consistently deployed across the district in mailings, email, print productions, promotional items for students (swag) Aug. '19
  
- Logo License Agreements in place for approved vendors and updated annually



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### Program strengths:

**Parent/Family Communications:** A wide variety of communications is offered throughout our district that is systematic, transparent, two-way, and comprehensive. Each serves to support the district's goals and objectives. From social media to mass phone calls for attendance, they each foster dialogue, collaboration, understanding, engagement, and trust from our stakeholders. Our ENews published every month consistently has a high open rate of 60% or above from direct email, with additional opens via the app and social media. We continue to grow our community contacts through an online sign-up form. The app also continues to be a place for parents to go to for lunch menus, Peachjar flyers, calendar, as well as our staff directory. The addition of our A&A calendar and transitioning the department for mass notifications to the app has been a welcomed addition.

**Communicating Extra and Co-Curricular Offerings and Requirements to Families:** The continued addition of Mrs. Orr, Media Assistant, has been a tremendous asset to supporting our programs on social media. We have worked to have consistent branding on student recognitions and a shared place to celebrate the accomplishments of not only our athletic programs but activities programs as well. This has brought a greater sense of pride to students involved in the programs from Intermediate Quiz Bowl to high school activities.

**Maximizing Communication with trained leadership:** The communications department is seen as an essential role with the district. Feedback solicited by the administrative team, as well as from building level offices such as the registrar, transportation, nurses' office. What is the message? Who needs to know? What do they need to know? How do they want to receive it? Who is the messenger? Are all important questions that administrators and other district employees across the district are beginning to ask themselves. This year has been especially important to realize that all district buildings are connected. The COVID-19 pandemic has reinforced the need to have consistent messaging from all buildings.

### Program concerns:

**External Audiences:** Being able to reach stakeholders within the Hallsville School District boundaries that do not have a direct connection to our school continues to be a challenge. Purposeful marketing needs to take place to address members of the Hallsville community.

**Athletic & Activities Sponsorship:** Due to the pandemic, district sponsorships were not renewed this year. This was because of the financial impact on local businesses, as well as the limited spectators allowed within our buildings.

### Future recommendations resulting from this evaluation:

- Continue working with building leadership to align messaging out to BIP and district CSIP
- Target ways to reach community members that do not have students attending Hallsville Schools. (Examples, churches, community groups, local businesses). Solicit feedback on how they would like to be updated with happenings in the District and implement suggestions.
- Provide the foundation alternate ways of being able to reach our current stakeholders. Registration for the 2021-2022 school year includes an area for parents to consent to their information being shared with the foundation.